

## **Introduction:**

In this the era of technology it would seem choosing a Smartphone should be an easy decision, but in fact it is not. When it comes to tech rivalries, everyone loves a good smack down but let's be honest. The race for smart phone dominance is starting to feel like one of those blowout sporting events where there's almost no point in watching. One of the reason we have such difficulty choosing a Smartphone is because there are several to pick from. Second our life styles determines which best suit our needs.

## **Paragraph Section:**

One of the advantage of using iPhone 4 (iOS 4.3) and Samsung Galaxy S2 (Android 2.3) is because of the Operating System is very Ecosystem and their apps to make many people crazy of it. Also their Features likes camera, Multi Touch Screen, Sound System and etc. Firstly, the Apple has commanding lead over all other smart phone platform with 230,000 and counting in the app store. Apple created iOS 4.3 for iPhone to activate the apps and its running effectively and efficiently. Their software is very simple and easy to use. But Android excels in other ways, its highly customizable and nothing is complex. Android Apps are free to download including many attractive ones by Google's itself. One of Android's not so secret weapons is Google, powerhouse software that has yet to charge a dime for an app on any platform.

However, iPhone 4 and Samsung Galaxy S2 has their disadvantages, iPhone 4 Operating System iOS 4.3 is not appealing to everyone. The iOS 4.3 are also self-serving system in Apple store. When using Android, Users have problem with browsing performance and unintelligible error message and requires more taps to accomplish command tasks. Android phone don't ship with the latest version of operating system. It's depends on the user to choose what is the best as for them. But both devices are still coming up with new version to improving and demand of system to for the user's needs.

On the other side, iPhone 4 and Samsung Galaxy S2 have their similarities and differences in their features. For iPhone 4 it has the best performance picture viewing and video player, together with perfect resolution 960 X 640 pixels makes move sharper display. However, the Samsung Galaxy S2 has a large screen 4.3 inch and comes with 800 X 430 pixels resolution. Samsung Galaxy S2 are more suitable for photography because it has 8 M pixels camera and Full HD video recording 1080 pixels over the iPhone 4 which just has 5 M pixels and it screen only 3.5 inch.

Apples approach is much simpler since it makes available, their system running so user friendly, more quality and optimization on apps. Mostly Android are running third-party software and makes their apps less ecosystem.

**Conclusion :**

The key here will be whether Apple's recent policies on banning cross-platform app-building tools will sour developers' attitudes over the long term. Conversely, will Google's embrace of things like Flash and Android's perceived openness woo more developers to work on the Android platform? For now, both sides appear to have an equally aggressive application library regardless of the total number of apps in each.